

WEEK OF  
January 19, 1959

# fashion calendar

january

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february

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march

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january - 1960

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february - 1960

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march - 1960

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december

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

# 1959

19th YEAR • A WEEKLY PUBLICATION

# FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JANUARY 17, 1959</u>			
Friday	SPRING JEWELRY	THE NAPIER CO.	WALDORF-ASTORIA
Jan. 16	PREVIEW FOR PRESS	(530 FIFTH AVENUE)	JADE ROOM
8:00 A.M.	Napier (Auxiliary Member, N.Y.D.I.) will invite visiting and local press to a showing of their jewelry and boutique gifts. By invitation. Publicity: Kathleen Mundin, YU. 6-6633.		
Breakfast			
Jan. 16	9:00 A.M. JANE DERBY (New York Dress Institute)		WALDORF-JADE ROOM
Jan. 16	10:00 A.M. BEN GERSHEL-Robert Knox (N.Y.D.I.)		WALDORF-JADE ROOM
Jan. 16	11:00 A.M. VERA STEWART ORIG.-ZOLTAN ROSENBERG(N.Y.D.I.)		WALDORF-JADE ROOM
Friday	MEN'S FASHION SHOW	LEBOW BROTHERS	WALDORF-ASTORIA
Jan. 16	FOR VISITING PRESS	(200 FIFTH AVENUE)	JADE ROOM
12:00 Noon	"The Lady Says Yes"--fashions for men by Lebow (Auxiliary Member, N.Y.D.I.)		
Champagne	By invitation. Publicity: Alfred Katz, 60 E. 56 St. PL.7-4775.		
Jan. 16	1:00 P.M. VARIETY GROUP (New York Dress Institute)		WALDORF-JADE ROOM
Jan. 16	3:00 P.M. MARQUISE-Philippe Tournaye-(N.Y.D.I.)		WALDORF-JADE ROOM
Jan. 16	4:00 P.M. JUNIOR SHOWINGS (N. Y. Dress Institute)		WALDORF-JADE ROOM
Friday	SPRING AND SUMMER	CORO, INC.	47 WEST 34TH STREET
Jan. 16	JEWELRY PREVIEW		SHOWROOM - 3RD FLOOR
4:30 P.M.-	Coro and Vendome will preview their new Spring and Summer jewelry collec-		
7:00 P.M.	tions for local and out-of-town press. By invitation. Publicity: Ann R.		
Cocktails	Silver Associates, 551 Fifth Avenue, MU. 7-8654.		
Saturday	MILLINERY & COIFFURES	WALTER FLORELL	30 WEST 57TH STREET
Jan. 17	FOR OUT-OF-TOWN PRESS		SALON
9:30 A.M.	Showing of Walter Florell's Spring hats and coiffures to the visiting		
Breakfast	press. By invitation. Publ.: Eleanor Lambert, 785 Fifth Ave. MU.8-2130.		
Saturday	FASHION SHOW ABOARD	TEXTILE FASHION	FRENCH & CO.; AND
Jan. 17	USS INDEPENDENCE	INDUSTRIES	USS INDEPENDENCE
12:00 Noon	Textile Fashion Industries (Auxiliary Member, N.Y.D.I.) "Twenty-One Gun		
Cocktails	Salute Day"--aboard the Navy's newest attack aircraft carrier, USS		
	Independence. Cocktail party at French & Co. (Madison & 77th); departure		
	from there by bus at 1:30 P.M. Luncheon and fashion show aboard the ship		
	with fashions in fabrics from Chemstrand & M. Lowenstein & Sons, Inc.		
	Buses will depart from ship at 6:00 P.M., returning to Waldorf-Astoria for		
	a cocktail party. By invitation. Contact: Mildred Chase at Saul Krieg		
	Associates, 9 E. 47, PL. 3-1543.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 19, 1959</u>			
Monday Jan. 19 12:30 P.M. Luncheon	RESORT AND SPRING FASHIONS AT LUNCHEON "Fashion Show Of The Month"---Jane Derby's Resort and Spring fashions available at Bonwit Teller. Press by invitation. Public by reservation, \$4.50; contact: Banquet Dept., PL. 5-1000. Jane Derby Publ.: Estelle Marr, LA. 4-9350. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	JANE DERBY, INC. (550 SEVENTH AVE.)	SHERATON-EAST HOTEL BALLROOM
Beginning Monday Jan. 19	OPENING OF SUMMER SUIT COLLECTION "En Route"---continuous daily showings of David Crystal's Summer suit collection. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Beginning Monday Jan. 19	OPENING OF SUMMER SEPARATES COLLECTION Continuous daily showings of Summer separates collection, designed by Frank Smith. Contact: Hy Masket, BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FL.
Monday Jan. 19- Jan. 22	OPENING OF FLORENCE COUTURE COLLECTIONS Jan. 19: Millinery Show; Sportswear and Boutique; Adria; Aida; Avagolf; Baldini; Glans; Falconetto; Myricae; Scarabocchio; Valditevere; Vito; Avolio; Simonetta Boutique; Bertoli; Caminsene; Mirsa; Veneziani Sport. Jan. 20: Antonelli; Carosa; Schuberth. Jan. 21: Guidi; Veneziani; Simonetta; Fabiani. Jan. 22: Capucci; Marucelli; Baratta; Enzo. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE ITALY
Tuesday Jan. 20 10:00 A.M. Coffee	PREVIEW: SPRING & EARLY SUMMER BRIDAL FASHIONS Preview of bridal and bridesmaid collection for the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR BRIDAL SALON
Tuesday Jan. 20 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Seymour Jacobson will present their Summer collection to the press and resident buying offices. By invitation. Trade, beginning Tues., Feb. 3 at 10:30 A.M. daily. By invitation. Contact: Don Robertus, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FL.
Tuesday Jan. 20 3:30 P.M. Champagne	PREVIEW OF SUMMER COLLECTION Haymaker's preview of shirts, knits and separates. By invitation. Continuous daily thereafter. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Wednesday Jan. 21 9:30 A.M.	PRESS PREVIEW: MID- WINTER FURNITURE SHOW Macy's mid-winter furniture show (9th floor). By invitation. Publicity: Reni Kuhn, OX. 5-4400, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Jan. 21 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION Introduction of Miss Malinda Diggs Berry, the 1959 Maid of Cotton, and her washable wardrobe at the 32nd Annual Convention of the Ass'n. of American Soap & Glycerine Producers. Showing at 4:30 P.M. Contact: Ruth Goldberg, Soap Ass'n. MU. 6-3662; or Margot Herzog, Nat'l Cotton Council, BR. 9-4920.	SOAP ASSOCIATION & NAT'L COTTON COUNCIL	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 21 7:30 P.M. Dinner	"FIFTH AVENUE OPENINGS"-- FOREMOST AMERICAN FASHIONS A special collection of Spring and Summer fashions by leading American designers at gala dinner, <u>Wed., Jan. 21 at 7:30 P.M.</u> (Price: \$35.00) Repeat showing at luncheon, <u>Thurs., Jan. 22 at 12:30 P.M.</u> (Price: \$25.00). Contact: Eloise Walton, 630 Fifth Avenue, (Room 3361), JU. 6-4940.	AUSPICES OF FIFTH AVENUE ASSN.	WALDORF-ASTORIA BALLROOM
Wednesday Jan. 21- Jan. 23	OPENING OF LONDON COUTURE FASHIONS <u>Jan. 21:</u> Hardy Amies, Charles Creed, Ronald Paterson, Victor Stiebel. <u>Jan. 22:</u> John Cavanagh, Norman Hartnell, Lachasse, Worth. <u>Jan. 23:</u> Mattli, Michael, Michael Sherard. Press openings are scheduled for Feb. 3, 4 and 5. Contact: Ann Ryan, 461 Old Bond Street, London, W. I.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Thursday Jan. 22 9:00 A.M. Breakfast	PREVIEW OF LEATHER COLORS AND FINISHES Preview of Fall and Winter 1959 leather colors and finishes. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY (419 FOURTH AVENUE)	BARBIZON-PLAZA HOTEL SALON DE MUSIQUE
Thursday Jan. 22 5:30 P.M. Cocktails	SWIMWEAR FASHION SHOW ABOARD SHIP "Cruise News in Chromspun"--sponsored by The Grace Line, Eastman Chemical Products Co., and Holiday Magazine. <u>By invitation only.</u> Publicity: Travis M. Poillon, Fashion Director, Eastman Co., OR. 9-1820.	EASTMAN CHEMICAL PRODUCTS CO.	S.S. SANTA PAULA PIER 57 - W. 15TH ST.
Monday Jan. 26 12:00 Noon Buffet	PRESS PREVIEW OF "MILLINERY MOBILES" Preview of Franny Whitney's "millinery mobiles," inspired by modern art. By invitation. On exhibition from Jan. 27 to Jan. 31, 10:00 A.M.- 6:00 P.M. Publicity: Maud G. Moody, 240 Madison Avenue, LE. 2-5562.	FRANNY WHITNEY	F.A.R. GALLERIES 746 MADISON (64 ST.)
Beginning Monday Jan. 26	OPENING OF PARIS COUTURE COLLECTIONS <u>Jan. 26:</u> 10:00 A.M.--Desses; 10:30 A.M.--Manguin; 12:45 P.M.--Montaigne; 2:30 P.M.--Helm; 3:00 P.M.--Riviere. <u>Jan. 27:</u> 10:00 A.M.--Patou; 10:30 A.M.--De Rauch; 2:15 P.M.--Balmain; 3:00 P.M.--Cardin; <u>Jan. 28:</u> 10:00 A.M.--Lanvin-Castillo; 10:30 A.M.--Goma; 3:00 P.M.--Ricci; 3:30 P.M.--Reville; 5:00 P.M.--Hermes; 5:00 P.M.--Matta. <u>Jan. 29:</u> 10:00 A.M.--Griffe; 10:00 A.M.--Matta (Buyers); 10:30 AM--LaRoche; 3:00 P.M.--Gres; 3:00 P.M. -- Maggy Rouff; <u>Jan. 30:</u> 3:30 P.M.--Chanel. <u>Feb. 2:</u> 10:00 A.M.--Balenciaga; 5:00 P.M.--Givenchy. <u>Feb. 4:</u> 3:00 P.M.--Sagardoy. Contact: Chambre Syndicale, 2 Rue du Faubourg St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Tuesday Jan. 27 8:30 A.M. Breakfast	SPECIAL SHOWINGS OF FASHIONS AND FABRICS Special showings for press and store executives of new colors, fabrics, yarns and processes for Fall '59: Tues., Jan. 27 at 8:30 A.M. breakfast; Wed., Jan. 28 at 2:30 P.M.; Thurs., Jan. 29 at 4:00 P.M. By invitation. Publicity: Julie Buddy, OX. 5-1200.	MILLIKEN	1045 SIXTH AVENUE 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 27 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Fifteenth annual fashion show for benefit of the National Foundation. Prices: Luncheon and fashion show--\$75.00, \$50.00, \$25.00. Contact: Elaine Whitelaw, National Foundation, 301 East 42nd St., OX. 7-7700. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 28 12:00 Noon	OPENING OF SUMMER COLLECTION Showings thereafter Feb. 3,4,10,11,17,18 at 12:00 Noon. Contact: M. A. Shepard, WI. 7-1061.	NANTUCKET NATURALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Jan. 28 4:00 P.M.- 6:00 P.M.	INFORMAL TEA FOR FOOD EDITORS William Greenberg's specialties will be presented to food editors. By invitation. Publicity: Janet Laib, IE. 5-7118, or TR. 4-6178.	WM.GREENBERG JR. DESSERTS, INC.	817 MADISON AVE (AT 68TH STREET)
Beginning Wednesday Jan. 28	PETITE AND MISSES SUMMER COLLECTION "Summer Enchantment"--opening of Summer collections of "Petti-4's" custom sizes for the petite miss; and "Terry Rogers" misses sizes. (By appointment before January 28). Contact: CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Jan. 29 11:00 A.M. And 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Majestic Specialties will present their collection of color-coordinated Summer separates. For press and resident buying offices. By invitation. Continuous daily thereafter. Contact: Wanda Wheeler, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Jan. 29 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER FASHIONS Press preview of Miss America's Summer collection. By invitation. Trade, Feb. 3, 4, 5, 9, 10, 11, 12 with luncheon showings at 12:00 Noon. By appointment. Contact: Jean Roberts or Teal Traina, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Jan. 29 12:30 P.M. Luncheon	RESORT AND SPRING FASHIONS AT LUNCHEON Showing of Vera Maxwell's Resort and Spring fashions, available at Lord & Taylor. Press by invitation. Public by reservation, contact: "Banquet" Dept. PL. 9-3000, Ext. 176. Publicity--Vera Maxwell: Virginia Dickson, IO. 3-4358. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VERA MAXWELL, INC. (530 SEVENTH AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday Jan. 29 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Jan. 30 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER FASHIONS Lee Claire will present their Summer collection to the press and buyers. By invitation. <u>Beginning Monday, Feb. 2 daily showings at 12:00 Noon.</u> <u>Luncheon will be served.</u> Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday	PREVIEW OF SUMMER	CHARM MAGAZINE	575 MADISON AVENUE
Feb. 2-	FASHIONS		SHOWROOM - 7TH FL.
Feb. 27	"Two Weeks With Pay" -- preview of Summer fashions from the May issue;		
9:00 A.M.-	also review of fashions from April-June issues, at new showroom. By		
5:00 P.M.	invitation only. Contact: Edith Loss, PL. 9-2080.		
Beginning	JUNIOR COLLECTION	SANDRA SAGE, INC.	498 SEVENTH AVENUE
Monday	IN NEW SHOWROOM		SHOWROOM - 4TH FL.
Feb. 2	Continuous daily showings of the Sandra Sage junior dresses and ensembles in their new showroom. Contact: CH. 4-2677.		

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, FEBRUARY 2

David M. Goodstein, Inc. . . . . 10:30 A.M. . . . . 550 7th (24 Fl) LA.4-2577

TUESDAY, FEBRUARY 3

Lloyd Weill . . . . . 10:30 A.M. . . . . 498 7th (22 Fl) LO.5-3041

WEDNESDAY, FEBRUARY 4

Sport-Craft, Inc. . . . . 9:30 A.M. . . . . 550 7th (12 Fl) LA.4-9724

FRIDAY, FEBRUARY 6

Zoltan-Rosenberg Co.  
(Vera Stewart) . . . . . 2:30; by appointment 550 7th (22 Fl) LA.4-6691

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, INC. (FOGA)

TUESDAY, FEBRUARY 3

A. Goodman & Co., Inc. . . . . 2:30 P.M. . . . . 530 7th (17 Fl) WI.7-4077

Grobe Originals, Inc. . . . . Continuous daily . . . . 498 7th (16 Fl) BR.9-8394

Myron Herbert, Inc. . . . . Continuous daily . . . . 530 7th (20 Fl) LO.4-6830

WEDNESDAY, FEBRUARY 4

Rosalie Macrini, Inc. . . . . 4:00 P.M. . . . . 550 7th (11 Fl) CH.4-2655

Ben Barrack, Inc. . . . . Continuous daily . . . . 498 7th ( 7 Fl) LO.4-3923

THURSDAY, FEBRUARY 5

Jobere, Inc. . . . . 11:45 A.M. . . . . 530 7th (30 Fl) PE.6-1938

Wm. Fox-Visioni Corp. . . . . 1:00 P.M. . . . . 498 7th (18 Fl) CH.4-2659

Nat Kaplan, Inc. . . . . 1:30 P.M. . . . . 498 7th (21 Fl) LO.5-4115

Branell . . . . . 2:30 P.M. . . . . 530 7th (27 Fl) PE.6-6983

David Levine Co. . . . . 2:30 P.M. . . . . 530 7th (21 Fl) LA.4-0237

Ed Gerrick, Inc. . . . . 4:00 P.M. . . . . 550 7th ( 7 Fl) LO.4-1820

Harmay . . . . . 4:00 P.M. . . . . 498 7th (22 Fl) PE.6-5547

Samuel Winston, Inc. . . . . 4:00 P.M. . . . . 530 7th (11 Fl) CH.4-2617

FRIDAY, FEBRUARY 6

David E. Gottlieb, Inc. . . . . 1:15 P.M. . . . . 530 7th ( 4 Fl) LO.5-2727

Grabois . . . . . 1:15 P.M. . . . . 498 7th ( 5 Fl) CH.4-2767

Paul Parnes Corp. . . . . 2:15 P.M. . . . . 498 7th (10 Fl) CH.4-4600

TUESDAY, FEBRUARY 10

Ben Reig, Inc. . . . . 10:00 A.M. . . . . 498 7th (23 Fl) CH.4-1542

Herbert Sondheim, Inc. . . . . 10:30 A.M. . . . . 530 7th (20 Fl) LA.4-7540

Harvey Berin Ltd. . . . . 1:00 P.M. . . . . 530 7th ( 7 Fl) PE.6-0206

Hannah Troy, Inc. . . . . 1:00 P.M. . . . . 530 7th ( 2 Fl) LO.3-0988

Tuesday	OPENING OF SUMMER	LLOYD WEILL	498 SEVENTH AVENUE
Feb. 3	COLLECTION		SHOWROOM - 22ND FL.
10:30 A.M.	Showing of Lloyd Weill and Wiley Petites fashions on Tuesdays and Wednesdays at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 3 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	OPENING OF SUMMER COLLECTION Margot junior collection at 11:00 A.M. daily; Rappi (misses) at 2:00 P.M. daily; Arkay Junior Frocks at 3:00 P.M. daily. Contact: Ruth Scott, LO. 5-2626.	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
Tuesday Feb. 3 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Alison will present their Summer collection designed by Miss Lucel. By invitation. Daily thereafter at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 3 12:00 Noon	OPENING OF SUMMER COLLECTION Junior dresses and separates, Feb. 3,4,5,10,11,12 from 12:00 Noon to 1:00 P.M. By reservation. Contact: Audrey W. Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 3 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans and Mario Papiri, will be shown Feb. 3 and 4 at 1:00 P.M. By admission card only. Contact: Miss Andrée, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 3 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Summer collection designed by Mildred Orrick, daily at 2:30 P.M. By reservation. Contact: Adele Nagel, LO. 4-2155.	CLAIRE MCCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Feb. 3 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and ensembles, designed by Violet Feigen. Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Feb. 3 4:00 P.M. Cocktails	PREVIEW OF SUMMER JUNIOR FASHIONS Showing of Summer junior dresses and costumes for press and buyers. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Cabana's Summer collection of sportswear, dresses, beachwear and play-clothes, designed by Pembroke Squires, for press and buyers. By invitation. Continuous daily thereafter at showroom. Contact: WI. 7-0326. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO. (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Wednesday Feb. 4 11:00 A.M.	OPENING OF SUMMER JUNIOR COLLECTION Showings Feb. 4 and 5 at 11:00 A.M. By reservation. Continuous daily thereafter. Contact: FE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 4 2:00 P.M.	PREVIEW OF SUMMER COLLECTION Preview of Summer junior dresses, designed by Betty Carol. By invitation. Daily thereafter at 2:00 P.M. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 4 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Showings of Summer sportswear daily at 2:30 P.M., except Fridays. Contact: Joseph Sussman, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday Feb. 4 4:00 P.M.	OPENING OF SUMMER COLLECTION Rosalie Macrini's collection of Summer cocktail and evening fashions. Thereafter Feb. 9,11,12,16 at 4:00 P.M. By reservation. Contact: Jo Macleod, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Feb. 4 4:00 P.M. Cocktails	PRESS PREVIEW: NEW JUNIOR COORDINATES The new firm of Ero Inc., will preview their collection of Summer Junior coordinates, designed by Art Williams, at a showing for press and buyers. By invitation. Contact: Art Williams, IA. 4-2865. Publicity: Maxwell-Gray, 527 Lexington, PL. 3-5556.	ERO, INC. (10 WEST 33RD STREET)	PLACE TO BE ANNOUNCED
Thursday Feb. 5 11:00 A.M.	OPENING OF SUMMER JUNIOR COLLECTION Showing of Reich-Goldfarb Summer junior fashions, designed by Mr. Sidney. Continuous thereafter. Contact: Judith Sidney, WI. 7-5374.	REICH-GOLDFARB & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Feb. 5 11:45 A.M. Luncheon	PRESS PREVIEW OF SUMMER FASHIONS Preview of late day and evening fashions to press and buyers. By invitation. Luncheon showings Feb. 10, 11 and 12 at 11:45 A.M. By appointment. Contact: Joseph Speaker, FE. 6-1938. Publicity: Alfred Davidson Associates, Inc., 38 East 57th Street, PL. 5-0868.	JOBERE, INC.	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Thursday Feb. 5 12:00 Noon- 2:00 P.M. Buffet	PREVIEW: NEW LINES OF ICE CHESTS AND JUGS "The First Picnic Of The Season"--introduction of Hamilton-SKOTCH's three new lines of ice chests and jugs, with a tie-in of David Crystal and Haymaker fashions. By invitation. Publicity: Saul L. Warshaw at Ruder & Finn, 130 East 59th Street, PL. 9-1800.	HAMILTON-SKOTCH CORP.	LAMBS CLUB 130 WEST 44TH STREET
Thursday Feb. 5 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 5, 10, 12 and 17 at 2:30 P.M.; Feb. 11 at 9:30 A.M. Contact: Miss Fritzi, IA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 5 3:30 P.M.	PRESS PREVIEW OF SUMMER DRESSES Preview for the press of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings beginning Tues., Feb. 10, 11, 12, 13 and 10:30 A.M.</u> By appointment. Contact: Bill Laird, IA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Feb. 5 4:00 P.M. Cocktails	OPENING: SUMMER SPORTSWEAR COLLECTION Mr. Mort will present his Summer sportswear collection, designed by Reiko. By admission card only. Contact: Miss Andrée, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 5 4:00 P.M.	OPENING OF SUMMER COLLECTION Harmay's collection of dresses, costumes and suits. Daily thereafter at 4:00 P.M. By reservation. Contact: PE. 6-5547. Publicity: Pauline Greene, Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Friday Feb. 6 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Trade showings on Feb. 10,12,17 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.	B.H.WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FL.
Friday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION Showing of afternoon, cocktail and evening dresses. Thereafter by appointment. Contact: Lucille Gordon, LO. 5-2727.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FL.
Saturday Feb. 7 - Feb. 15	"PARIS IN PERSON FASHION FLIGHT" Showings in Paris of Couturier collections and accessory round-up show. Eligible: fashion executives from retail stores, not including regular buyers; fashion executives from the shoe, handbag, hosiery, millinery, lingerie, foundation garment, costume jewelry, scarf and belt industries. Fee: \$1,749.50, covers entrance to collections and accessory show, air fare round trip and all expenses in Paris. For complete details and reservations, contact: Monique de Nervo at Edward Gottlieb & Assoc., Ltd., 640 Fifth Avenue, JU. 2-7540.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PAN-AMERICAN JET IDLEWILD AIRPORT
Monday Feb. 9 10:30 A.M.	OPENING OF SUMMER COLLECTIONS Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30 and daily thereafter. By reservation. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FL.
Monday Feb. 9 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Hannah Troy's Summer collection. By invitation. Thereafter at 1:00 P.M., Feb. 10,11,12,17,18,19,24,25. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FL.
Tuesday Feb. 10 9:30 A.M. Picnic Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Preview for press of the Adele Simpson Summer collection. By invitation. Trade showings at 10:00 A.M., Feb. 11, 12, 13, 18, 19. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FL.
Tuesday Feb. 10 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Oleg Cassini's Summer collection -- Feb. 10, 11, 12, 17, 18, 19 at 10:30 A.M. By appointment. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Associates, 38 East 57th Street, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
Tuesday Feb. 10 12:00 Noon	SUMMER COLLECTION BY LUIS ESTEVEZ Preview for the press of Summer fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRENELLE-ESTEVEZ, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 10 1:15 P.M.	OPENING: SUMMER COCKTAIL AND EVENING DRESSES Daily showings at 1:15 P.M. Contact: Marian Auley, IA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 10 3:00 P.M.	PREVIEW OF SPRING AND BOUTIQUE COLLECTIONS Eleanora Garnett will present her Spring custom-made and Boutique collections to press and customers. By invitation. Publicity: Elizabeth Maher, Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SAON
Tuesday Feb. 10 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION "Dutch Prints"--Tina Leser's Summer collection, with showings at 10:30 A.M. thereafter. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION Daily showings. By appointment. Publicity: Virginia Dickson, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday Feb. 11 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Showing of Spring and Summer couture fashions and H.B.A. furs designed by Martier-Raymond; millinery by René Teillard. Press by invitation. Public by reservation (\$4.50) contact: "Headwaiter", EL. 5-3000. Fashion Show Director: Peggy Cantor Associates, 117 East 37th St., MU. 9-8542.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Feb. 12 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings of Jane Derby's Summer collection, Feb. 12,13,17,19,24,26 at 10:30 A.M. By appointment. Contact: Estelle Marr, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Feb. 12 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Branell's Spring fashions available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BRANEIL (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Herbert Sondheim's Spring collection available at Bonwit Teller. Press by invitation. Public by reservation, contact: Banquet Dept., PL. 5-1000. Sondheim contact: IA. 4-7540. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Wednesday Feb. 18 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SAON
Tuesday Feb. 24 4:00 P.M. Champagne	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his Spring-Summer custom order collection of daytime and evening fashions created by him in Paris. All orders will be produced in his Paris atelier. By invitation. Publicity: Kay Inglis-Jones, PL. 9-3000.	BOB BUGNAND, INC.	ST. REGIS HOTEL LOUIS XVI SUITE

MOVIES...THEATRE...OPERA

Monday  
Jan. 19 THIRTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., Jan. 19: Mozart's THE MAGIC FLUTE. Tues., Jan. 20: Puccini's LA BOHEME. Wed., Jan. 21: Puccini's TOSCA. Thurs., Jan. 22: Wagner's DIE MEISTERSINGER VON NUERNBERG. Fri., Jan. 23: Puccini's MANON LESCAUT. Sat., Mat., Jan. 24: Verdi's LA TRAVIATA. Sat. Eve. Jan. 24: Verdi's OTELLO. Publicity: Francis Robinson, FE. 6-1200.

Tuesday  
Jan. 27 OPENING: "RASHOMON" MUSIC BOX THEATRE, 249 WEST 45TH STREET  
Co-starring Claire Bloom, Rod Steiger, Oscar Homolka and Akim Tamiroff, the David Susskind, Hardy Smith and Michael Abbott presentation of Fay and Michael Kanin's adaptation of two short stories by the Japanese author, Ryunosuke Akutagawa. Director: Peter Glenville. Setting and costumes: Oliver Messel. Publicity: Arthur Cantor, LO. 3-4370.

Thursday  
Jan. 28 OPENING: "REQUIEM FOR A NUN" GOLDEN THEATRE, 252 WEST 45TH STREET  
Starring Zachary Scott, Ruth Ford and Bertice Reading, the dramatization of William Faulkner's novel, presented by the Theatre Guild, Richard Myers and Julius Fleischmann. Director: Tony Richardson. Publicity: Nat and Irvin Dorfman, LO. 3-0858.

Thursday  
Jan. 29 OPENING: "TALL STORY" BELASCO THEATRE, 111 WEST 44TH STREET  
Emmett Rogers and Robert Weinder will present the adaptation of Howard Nemerov's novel, "The Homecoming Game," adapted by Howard Lindsay and Russell Crouse, co-starring Hans Conreid and Marc Connelly, with Marian Winters and Nina Wilcox. Director: Herman Shumlin. Costumes: Noel Taylor. Publicity: Jacobson-Harmon, CH. 4-1482.

Tuesday  
Feb. 3 OPENING: "JUNO" WINTER GARDEN, B'WAY & 50TH STREET  
Co-starring Shirley Booth and Melvyn Douglas with Jack MacGowan, the Playwrights Co., Oliver Rea and Oliver Smith will present the musical version of Sean O'Casey's play "Juno and the Paycock". Director: Vincent J. Donehue. Costumes: Irene Sharoff. Publicity: Wm. Fields, PL. 3-7500.

Thursday  
Feb. 5 OPENING: "REDHEAD" 46TH STREET THEATRE, 226 WEST 46TH STREET  
Robert Fryer and Lawrence Carr will present a new musical co-starring Gwen Verdon and Richard Kiley, with Leonard Stone, Doris Rich and Ralph Sumpter. Director: Bob Fosse. Sets and Costumes: Ter-Arutunian. Publicity: Arthur Cantor, LO. 3-4370.

Saturday  
Feb. 7 OPENING: "THE RIVAIKY" BIJOU THEATRE, 209 WEST 45TH STREET  
The Actors Studio production of a new work in two parts by Norman Corwin, based on the Lincoln-Douglas debates of 1858. The cast of three will star Richard Boone (Lincoln); Martin Gabel (Stephen Douglas); Mrs. Douglas (Nancy Kelly). Sets: David Hays. Publicity: Arthur Cantor, LO. 3-4370.

Monday  
Feb. 9 OPENING: "THE LEGEND OF LIZZIE" 54TH STREET THEATRE, 152 WEST 54TH STREET  
Co-starring Anne Meacham and Douglas Montgomery in a play based on the murder trial of Lizzie Borden, presented by Hartney Arthur and Nat Stevens. Director: Hartney Arthur. Costumes: Ballou. Publicity: Howard Atlee-Ann Woll, CI. 5-9125.

Wednesday  
Feb. 11 OPENING: "A MAJORITY OF ONE" THE THEATRE GUILD, 27 WEST 53RD STREET  
The Theatre Guild and Dory Schary will present Gertrude Berg and Cedric Hardwicke starring in a comedy about a romance between a Japanese gentleman and a middle-aged Jewish woman. Director: Dory Schary. Sets: Donald Censlager. Costumes: Motley. Publicity: Nat and Irvin Dorfman, LO. 3-0858.